

# Challenge

THE GOOD NEWS PAPER

2 Kings 7:9

## Today is a day of good news

No doubt about it, the Gospel has an amazing impact! Challenge offers a fantastic opportunity to share this good news...



### Daily contacts

As we go about our every day business there is nearly always interaction with:

- Family
- Friends
- Neighbours
- Work mates

You will be amazed how many people close to you haven't heard the good news.

### Drop off copies

Challenge is life changing and easy to read. Try leaving them in the following places:

- Unemployment agencies
- Hairdressers
- Counselling services
- Libraries/Theatres
- Doctor/Dentist/Physio
- Restaurants
- Laundromats

### Visiting people

Challenge can be a wonderful blessing to people in:

- Retirement homes
- Detention centres
- Youth centres
- Hospitals
- Prisons

### Out and about

How about using Challenge in the following situations:

- On the bus/train
- At service stations
- Callers at the door
- At shopping centres
- In a taxi



### Activity groups

- Craft groups
- Boys/Girls Brigades
- Coffee mornings
- Bible studies
- Home groups
- Senior Citizen
- Playgroup
- MOPS

### Events

- Christmas/Easter
- Festivals/fetes
- Field days/shows
- Outreach programs
- Community barbecues
- Tea & coffee fellowship
- Evening dinners
- Seminars

“I have come so that they may have life, and have it abundantly.” John 10:10

## PLANNING THE CONTACT



1. Prayer is one area in the church where everyone can be involved.  
It is essential to have focused prayer for effective evangelism.
2. Decide on an area to cover, count the number of homes involved.
3. Contact phone numbers and church address must be stamped on the back of the paper. (You may like to include service / Bible Study times)
4. Keep a record of contact names to help you pray specifically for them.

## DEVELOPING RELATIONSHIPS

1. Take a personal interest in those you visit.
2. Be observant and a keen listener - this helps in making friends with those you visit.
3. Be helpful in whatever way you can, e.g. housework, gardening, taking a person shopping, help in transport.
4. We don't want you to use Challenge in isolation but rather in co-operation with other excellent evangelistic tools such as various discipleship programs and the Jesus video. Also contacts made through your visitation ministry can be invited to one or more of your community based programs, e.g. a young mum and her child can be invited to your playgroup.
5. Another good approach is to use hospitality events. A great book on this is 'Hospitality Evangelism' by Kel and Barbara Richards.
6. Papers should not be placed in boxes with 'junk mail' on them.



## STARTING THE CONTACT

1. Deliver Challenge with a well written introductory letter and follow up with monthly flyers that provide guidance for non-Christians.
2. Deliver a copy of Challenge for the next two or three months.
  - Lawn Drop - Individually Glad-wrap Challenge with an introductory letter from the church. The paper is then dropped on a day when no other 'junk mail' is delivered, if possible.
  - Use local existing advertising distributors.
  - Put together a church team to distribute.



## VISITATION MINISTRY

Regular visitation is a vital means of developing a relationship with your neighbours. Because Challenge comes out on a monthly basis, it gives your church the incentive and encouragement to develop and maintain this important link with your community.

## NEWSPAPER STAND

### Why use a Stand?

1. It helps develop presence of the church in the community.
2. Becomes a good means of advertising church activities to the community.
3. An unobtrusive way to share the gospel with a wider spectrum of the community. People take a copy because they want to, not because they are forced to.
4. Provides a positive alternative to the literature of the cults and new age movement.

### Location of Stand

Churches have been able to put stands in various places such as shopping centres, hospitals, hotels, surgeries, delicatessens, fish and chip shops, video stores, florists and laundromats.

Please feel free to put relevant inserts inside the Challenge newspaper.



## FOLLOW UP

Personal contact is important as it opens up the possibility of longer term friendships. Here are some questions you could ask:

- Have you enjoyed reading the Challenge newspaper?
- Have you found anything particularly helpful in what you read?
- Would you like to receive a free copy of Challenge each month?
- Would you mind receiving invitations to particular occasions throughout the year?
- Do you have any church affiliation?



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